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FOR IMMEDIATE RELEASE:

Yarnell's announces their new 2010 sherbet flavor

Searcy, Arkansas - Tuesday, March 8, 2010 – Yarnell's Ice Cream Company introduces Raspberry Lime as their new sherbet flavor for 2010. Citrus and berry flavors accent this sherbet that is high in Vitamin C. It's tangy, it's creamy, and it's an appealing replacement for Blueberry Açai Sherbet.

Sherbets are lower in fat than ice creams and their high milk, low cream formulation result in a unique flavor experience. Sherbets are used in many different applications including great punches and other festive drinks or just eating straight out of the carton on a warm, sunny day. Yarnell's new Raspberry Lime Sherbet is an exciting addition to our real fruit sherbet line. Plus, all Yarnell's sherbet flavors are low in fat and gluten free.

Yarnell's Ice Cream can be found in 352 retail locations across Arkansas with additional locations in parts of Tennessee and Mississippi. Customers can expect the Raspberry Lime Sherbet will begin appearing in stores the end of March throughout the region for a suggested retail price of \$2.78. To find out more call 1-800-927-6355 or visit www.yarnells.com

About Yarnell's

Yarnell's Ice Cream was founded in 1932 and prides itself on delivering great tasting premium ice cream with a touch of Southern flair. It is a family owned company located in the heart of Searcy, Arkansas, with products sold in Arkansas, Mississippi, and Tennessee. For more information visit www.yarnells.com

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